



Turn  
Your  
Unique  
Talents  
into a  
Winning  
Formula

# BRAND YOU

JOHN PURKISS & DAVID ROYSTON-LEE

'Original insights in a concise format – *Brand You* is an inspiring read.'

*BB Cooper, composer*

'This is a really important book to help you discover your uniqueness and how that contributes to the world.'

*Nick Williams, author of The Work You Were Born to Do and co-founder of inspired-entrepreneur.com*

'Not only does this book set the context for why personal brand-building is more important than ever. It also has well-structured, insightful and practical words on what to do about it.'

*Theresa Wise, founder, T Wise Consulting*

'*Brand You* is a great book that reflects the age where, to be your best, you need to have a personal brand. If you want to be the first choice on people's list of business contacts, then read *Brand You*.'

*Peter Cook, author of Sex, Leadership and Rock'n'Roll and Best Practice Creativity*

'People often don't think enough about the impact they have on others, and how they are perceived. This book shows you how to ensure that people's perception of you fits reality. You will have far more impact, which will help you to build a successful career.'

*Amanda Alexander, partner, Stork & May*

'A refreshing, insightful and practical guide to managing your most important product – you! Essential reading for anyone who wants to succeed.'

*Ranjan Singh, internet entrepreneur, CEO of isango.com*

- He found out about a charity that helps young homeless people. He started giving computer training once a fortnight and identified ways to raise money for new computers.
- He also got in touch with the project he had helped many years earlier in East Africa and started to investigate how he could help.

Elizabeth also saw that some of her desires were reachable without enormous sums of money:

- Her husband Bob gave her a day with a personal shopper for her birthday, plus £500 to spend.
- The latest mobile phone and iPad were affordable.
- Although the apartment in the centre of London was too expensive, she realised that friends who lived there were happy to go with her to the theatre. If she arranged the tickets, they would provide the overnight accommodation. This became a monthly occurrence.
- She did not take up singing lessons, but she and Bob started going to ballroom dancing lessons every week.
- A holiday walking to the North Pole was possible. After some fitness tests she realised she needed surgery. However, after that she did go for a holiday in Mauritius to recover!
- She did not buy jewellery, paintings or modern art at Sotheby's, but she did go to weekly French lessons.

**What are the links between these exercises? Are there any clues to your purpose? What is the *essence* of the work you do best? *How* do you do it? What is the *context* in which you do it?**

Henry saw several themes in terms of his motivation and relationships. He enjoyed making things run smoothly and helping people to fulfil their potential. Although he did not exactly enjoy public speaking, he realised he could be persuasive and charismatic when he believed in a particular course of action. He was courageous and prepared to take risks when he

really believed in something. He knew he could use IT to solve a particular business problem that the software development team had been unable to resolve. They were surprised when he proposed a solution that worked. However, Henry realised that he did not want to take *physical* risks. Riding a motorbike was more of a dream than something he really wanted to do. When he really thought about it, the same was true of learning to fly.

As far as he could tell, his purpose had to do with helping people to fulfil their potential and work together harmoniously. This pervaded his professional and charitable work, his horse riding and his relationships.

Elizabeth realised she was more open with people than she had thought, and was not afraid to make a fool of herself. She had no need to be an expert, even though she was in some respects. Her key thoughts related to determination. She was good at getting what she wanted. The more difficult the task, the more she would go for it. What she enjoyed was the challenge of winning. The salary and bonuses were very important to her in terms of visible reward for her effort. In the longer term she saw herself as a chief executive.

Completing these exercises made Henry and Elizabeth's priorities much clearer to them. Henry realised that he had been looking for the wrong kind of partner in his personal life. Above all, he needed someone who shared his values, so he could build a harmonious relationship. Elizabeth realised that she liked being the centre of attention, building something that would last. She also enjoyed looking after other people in a constructive way. Building something for the future came up as a theme in everything she did, from relationships to business.

## Achieving wealth and happiness

Richard Branson, the founder of the Virgin empire, once said: 'I never went into business to make money – but I have found that, if I have fun, the money will come.' In other words, money is not

a purpose in itself. If you pursue your purpose then money may be a by-product of what you do and the way you do it.

Think of people you know who are highly successful. Our experience is that most of them love what they do. Whether or not they express it in those terms, they exude energy in their work and when they talk about it. Warren Buffett, arguably the world's most successful investor, said at the Berkshire Hathaway annual meeting in 1988: 'Money is a by-product of doing something I like doing extremely well.' He added: 'I enjoy the process far more than the proceeds, although I have learned to live with those also.'

Some people think they *should* be passionate about their work. However, it remains an intellectual idea rather than a feeling. Both of us have interviewed people who said they were passionate but had zero enthusiasm. If you are honest about how you feel, it is easier to identify your purpose.

Despite all this, you may conclude that you are doing your job or running your business purely to make money. If so, it helps to realise that money is a *goal*. The question is, what does money do for you? Why are you making money? What is the purpose? Once you have a better understanding of your purpose, you will enjoy your work more. Other people will enjoy it more, too. You may make even more money.

If you focus on money alone, your colleagues and customers will probably realise and find you unattractive. However, some of them *will* be attracted if you have a strong sense of purpose and love what you do. This will inevitably bring you more money.

## Communicating your mission and purpose

The exterior of a building usually provides some clues to its purpose. There may be a logo that you recognise, perhaps even a slogan. The colour and texture of the surfaces can give you a feel

for what goes on inside. Once you enter the building, the ground floor usually tells you a lot more. The people on reception dress and speak in a certain way. There may be a logo with a mission statement, and perhaps some brochures or a television screen explaining what the organisation does. You can also get a feel for the culture from the furniture and any exhibits, paintings or sculptures. There may be rock music from an advertising campaign, or soothing classical music to keep everyone calm while they wait for their appointments.

Sometimes people are described as 'comfortable in their own skin'. Frequently they have a sense of purpose and attract others who are also authentic. They may even say they feel 'at one with the world'.

When you pursue your mission/purpose, you will naturally communicate it. Other people will understand what you do. Those who want what you do – in the way that you do it – will be attracted to you. You will also attract people who believe in your mission and want to help you pursue it.

# Chapter 7

**Using archetypes to develop  
your brand**

By now you will have spent some time thinking about your talents, values and purpose. Our next topic is your *brand identity*, which expresses all of them. It consists of the symbols, signs, language, images and colours that distinguish you from other people in your line of work. This brings us back to what David Ogilvy said about advertisers. They should build ‘sharply defined personalities for their brands and stick to those personalities year after year. It is the total personality of the brand rather than any trivial product difference that decides its position in the market place’. A distinct, authentic brand identity will help you attract the right employers, clients and colleagues. It will also help them recommend you to others.

## The power of archetypes

*Archetypes* can give your brand a clear meaning, by communicating *how* you do things. The Greek root of the word *archetype* means *first-moulded*. Psychologist Carl Jung believed that we have a universal shared unconscious out of which archetypes emerge as forms or images that everyone recognises. These forms or images have the same meaning for people around the world. We instinctively recognise archetypes in ourselves, other people, objects, situations and organisations, whether or not we are aware that we are doing so.

In 2001, Margaret Mark and Carol S. Pearson published *The Hero and the Outlaw – Building Extraordinary Brands through the Power of Archetypes*. They showed how Jungian archetypes enabled companies to manage the *meaning* of branded products and services. They also suggested that archetypes could be applied to *personal* brands, which is what we will do in this book.

Archetypes can be extremely powerful. We have presented this material to audiences of many nationalities. They all recognise the same archetypes.